

## **Historic, Archive Document**

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1925

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"F-W-R"  
PLANTS

TWENTY-EIGHTH YEAR  
PRICE LIST

"F-W-R"  
PLANTS

F. W. ROCHELLE & SONS  
VEGETABLE PLANTS

OUR SPECIALTIES

Our great specialties are field grown and re-rooted Cauliflower, Cabbage and Celery Plants.  
We grow them by the million.  
We raise our Cauliflower and Cabbage plants every year on new ground. Our plants are raised from the best seed, sown thin in rows and hoed like onions.  
They are given an average of more than 6 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.  
We ship to all states East of the Mississippi River.  
Will sell plants, if anyone wants to buy them that way, by the square foot, figuring an average of six square inches for each plant.  
We buy from the Danish growers the finest strains of Cauliflower seed grown.  
We have tested in the field for five years, for TONS PER ACRE, practically all the strains of Danish Ballhead and Copenhagen Market, Cabbage seed grown in Denmark, and we have bought the heaviest yielding and most solid strains.  
We buy the best seed of the other varieties that we can procure.  
We import from the Originator in France the Golden Self Bleaching Giant Pascal and White Celery seed

SAFE DELIVERY

We guarantee safe delivery of all plants and if any should be spoiled, we will replace them.

CAULIFLOWER PLANTS

We make a great specialty of Cauliflower Plants, buying the best seed only, sowing every 3 or 4 days from early in April to near the first of July, having a large supply of fresh plants always on hand.  
We ship only fresh plants.  
We have, we think, the largest sale of Cauliflower plants in the United States.  
We received one year orders for 550,000 Cauliflower plants, in one day, from members of the Long Island Cauliflower Association, or their neighbors.  
We have sold out, about August 1st, all the Cauliflower plants we had, three separate years, to members of the Association, or their neighbors.  
We have sold 190,000 plants in one year to one member of the Association.  
We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.  
We could only have this trade by supplying the highest grade of plants from the best seed.  
Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the the highest quality of plants from the best strains of seed.  
The general reasons why we have this very large trade are:  
1—Because we buy and sow the highest quality of seed only.  
We never sow an ounce of seed but the best.  
We do not raise or sell any other kind of plants.  
2—We have had 28 years experience and we know how to raise the best grade of plants that can be grown.  
3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.  
We have never seen a cabbage maggot.  
The Japanese Beetle is not in this part of the state.  
4th—To keep our cauliflower and cabbage plants free from diseases we have moved our plant fields 16 times in 28 years to NEW ground.  
We have never seen a cauliflower or cabbage plant that had cluh root.  
5th—We are located in the New Jersey Highlands, a cool situation, very favorable to Cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy Cauliflower and cabbage plants.

"Please send me by parcel post 3000 re-rooted Snowball Cauliflower Plants. Last year had a fine crop."—E. F. Conyngham, Pa.  
"We had the finest and largest Cauliflowers from you last year. Every-one remarked about them. Sold them very quickly."—Wilton, N. H.  
"I got Cauliflower plants from you last year and everyone headed.  
"The plants of many growers around here did not head.  
"Mine were fine."—Maytown, Pa.  
"Got a good crop of Cauliflower.  
"Very satisfactory."—Concord, Mass.  
"Inclosed please find check for \$32.50.  
"Please ship the first of the week 2000 Snowball Cauliflower and 5000 Danish Cabbage, and a day or so after 5000 more cabbage.  
"The Cauliflower reached me in good order and were fine."—Plattsburgh, N. York.  
"My cabbage and cauliflower plants came this morning. They were in fine shape." W. J. C., Hobart, N. York.  
"Ship 2500 re-rooted Snowball Cauliflowers.  
"Other plants came through O K. and were certainly fine."—Newport, R. I. R. F. D. 2.  
"Received cauliflower plants yesterday in good shape."—Johnstown, Pa.  
"Was more than pleased with cauliflower plants sent last year. They were O. K."—Framingham, Mass.  
"Those cauliflower and celery plants I got from you last year were fine."—Danville, Pa.  
"I sent to you for plants two years ago. I had such nice cabbage and cauliflowers that I don't want to send to anyone else."—Lancaster, N. H.  
"I received the cabbage and cauliflower plants in fine shape."—Plainville, Conn.  
"The cauliflower plants came yesterday in fine condition."—Leonard Bridge, Conn.  
"I received the cauliflower plants O. K. and they were in fine shape."  
"I don't believe out of the 4000 I lost 10 plants."—Oswego, New York.  
"Your Celery and Cauliflower plants received in fine shape. I also thank you for your promptness in sending them."—J. B. Great Neck, L. I.  
"I received the cabbage plants O. K., also the cauliflower."—W. B. H. Northford, Conn.  
"Received the cauliflower plants promptly and in good condition."—G. S. S. Asbury Park, N. J.  
"Under date of July 27th. I ordered from you 500 cabbage plant, 100 cauliflower plants, and 500 celery plants. They reached me in good condition, showing that they had been carefully packed."—Echota Farm L. B. R. Proprietor, Marietta, Georgia.  
"The Cauliflower plants which I ordered came in good condition, and thank you for your promptness in sending."—C. J. C., Meridan, Conn.  
"Mail by Parcel Post 3000 more Cauliflower, Long Island strain. The last were very good."—C. B., Lowell, Mass.  
"Cauliflower plants received and same were fine."—J. E. F., Corbettsville, N. Y.  
"The cauliflower plants arrived in splendid condition."—B. & W., South Chelmsford, Mass.  
"The Cauliflower I got from you this Spring proved A. 1.  
I took the First Prize in Cauliflower, and two prizes with the Copenhagen Market Cabbage at Northern Maine Fair, Aroostock County.  
There were 13 entries for Cauliflower and 10 entries for the Cabbage. They were re-rooted plants and there was not one plant that did not head."—H. B. Hughes, Mapleton, Maine.  
"I purchased several thousand cabbage and cauliflower plants from you last season and I must say they were the best ever."—J. M., Brightside, Port Jarvis, N. Y.  
"Your cabbage and cauliflower were No. 1.  
I thank you very much for prompt delivery.  
Please send me by return post 1000 Re-rooted Cauliflower plants."  
J. H. D., Plattsburgh, N. Y.

RE-ROOTED CAULIFLOWER PLANTS.

Ready May 25th to August 15th.  
(Earliest Dwarf Long Island Snowball, "Catskill Snowball," and Extra Early Erfurt).

| New Beds every 4 or 5 days. |              |     |             |
|-----------------------------|--------------|-----|-------------|
| 5000                        | .....\$20.00 | 300 | .....\$2.00 |
| 1000                        | .....4.50    | 200 | .....1.50   |
| 500                         | .....2.50    | 100 | .....1.00   |

FIELD GROWN CABBAGE PLANTS

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows. Field Grown.—Ready June 1st to October 1st.  
\$1.80 per 1000  
Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.  
The Danish Ball Head, Enkhuizen Glory, Copenhagen Market, Mam-mouth Red Rock and Summer Danish Ballhead are all grown from the best strains of Danish grown seed.  
The rest from the best Long Island grown seed.  
We do not grow any plants from the Puget Sound seed or from Holland grown seed.  
DANISH BALL HEAD (See our account of exhaustive strain tests below).  
ENKHUIZEN GLORY (See account of strain tests below).  
COPENHAGEN MARKET (See account of strain tests below).

F. W. Rochelle & Sons.

Sutton, Mass., Mar. 26, '25.

Dear Sirs:

Your letter of Jan. 21st in regard to Seeds and Plants was received.  
I note what you say in regard to quality, viz—"Which we believe is the best strain in existence."  
I am not going to dispute your claim for I have tried your plants for two seasons with remarkable success.  
A representative of one of the largest seed houses in the State inspected my cauliflowers last Fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.  
I understand that firm wrote you and tried to buy seed from you, but was refused, for which I am duly thankful.  
I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5000 plants, probably more, also seed.  
I would like the first 5000 plants that you produce.  
I find that the sale of cauliflower begins earlier each year.  
Your truly.



|                  |                        |
|------------------|------------------------|
| ALL HEAD EARLY   | LATE FLAT DUTCH        |
| SUCCESION        | SUMMER DANISH BALLHEAD |
| SUREHEAD         | MAMMOUTH RED ROCK      |
| EARLY FLAT DUTCH | DRUMHEAD SAVOY         |

#### RE-ROOTED CABBAGE PLANTS

|  |               |        |                |
|--|---------------|--------|----------------|
| (Mass of fine, new roots grown on them). |               |        |                |
| All Varieties                            | per 1000..... | \$2.00 | 200.....\$1.10 |
|  | 500.....      | 1.40   | 100.....1.00   |
|  | 800.....      | 1.20   |                |

Note—We have a place further South from which we begin to ship Copenhagen Market, Enkhuizen Glory and Danish Ballhead Cabbage plants about May 15th.—Price for these earlier plants \$2.50 per 1000, 500 \$1.75.

#### CELERY PLANTS—FIELD GROWN

CELERY PLANTS—Ready about July 1st to September 1st. 1,000,000 plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants. \$3.00 per 1000.

#### RE-ROOTED FIELD GROWN CELERY PLANTS

(Mass of fine, new roots grown on them).

FRENCH GOLDEN SELF BLEACHING (French Seed).

Imported by us from the French Originator of the variety).

EASY BLEACHING OR SANFORD SUPERB.

(We raised the first seed offered for sale of this strain for the Intro-ducer—about 50 lbs).

WHITE PLUME (French Seed). Imported by us.

GIANT PASCAL. (French Seed).

WINTER QUEEN

FORDHOOK

|               |             |        |           |        |
|---------------|-------------|--------|-----------|--------|
| All Varieties | 1,000 ..... | \$3.00 | 300 ..... | \$1.25 |
|               | 500 .....   | 2.00   | 200 ..... | 1.25   |
|               | 100 .....   | 1.00   |           |        |

NOTE—It was proved by the Maryland Experiment Station several years ago that Golden Self Bleaching from French Seed does not become hollow stalked.

We have bought the originator's strain of French grown Golden Self-Bleaching seed for many years and have never seen or heard of a hollow stalk from the strain.

We import the seed direct from the originator.

We pay a high price for the seed so have to ask a little more per 1,000 for the plants than is raised from cheap strains.

#### LONG ISLAND BRUSSELS SPROUTS

Ready June 1st to July 15th.

|                |        |           |        |
|----------------|--------|-----------|--------|
| Per 1000 ..... | \$2.50 | 200 ..... | \$1.25 |
| 500 .....      | 1.75   | 100 ..... | 1.00   |
| 300 .....      | 1.50   |           |        |

#### COMMENTS ON VARIETIES

##### DANISH BALLHEAD

We have tested for 5 years, side by side, in the field, for TONS PER ACRE practically all the strains of Danish Ballhead and Copenhagen Market seed grown by the largest Danish seed growers, and at the end of the season, have weighed up the cabbage from each strain and have imported the highest yielding strain of each.

We have been cabbage growers, as well as plant growers, for over 20 years, and we believe we grow the biggest crops that have ever been grown in New Jersey.

The strain of Danish seed that we have imported yielded in our field year before last, though it was a dry season, 21 tons per acre.

The plants were set 2½ x3 feet, and at the end of the season, scales were taken to the field, the cabbage of each strain cut and weighed in the field.

The field had been marked out with a marker making the rows of plants exactly 3 feet apart, and the plants set exactly 2½ feet in the row, so that every plant should have exactly the same space.

The fertilizer had been drilled in broadcast, with a fertilizer drill, across the rows, so that each strain should have exactly the same amount of fertilizer

The heads of the heaviest yielding of the 31 strains averaged 7.22 lbs. each.

The heads were too heavy for average market.

The plants would need to be set a little closer.

#### COPENHAGEN MARKET

Ontario County, New York, is probably the largest producer of cabbage of any county in the United States, just as Aroostook County Maine is the largest producer of White potatoes; and Accomac County, Virginia is the largest producer of sweet potatoes.

Almost every farmer is a grower of cabbage.

Thousands of carloads of cabbage are shipped out of the county each year.

They have a County Organization that tests strains of seed for production.

Our strain of Copenhagen Market (No. 11) took first place in their trials of 1922.

#### ENKHUIZEN GLORY

We have tested Enkhuizen Glory, as well Copenhagen Market and Danish Ballhead for several years and bought the best strain we could get.

#### SNOWBALL CAULIFLOWER

We use for our main crops of plants the same strain of Snowball Cauliflower seed that is used by the growers of the Long Island Cauliflower Association.

The Long Island Cauliflower Association is, we think, the largest Cauliflower Association in the world.

They have been growing Snowball Cauliflower for probably 20 or 25 years, largely supplying the markets of Boston, New York, Philadelphia, Baltimore and Washington, shipping nearly a million dollars worth of Cauliflower each year, and they have the best strain of seed that they can buy.

#### OTHER VARIETIES OF CABBAGE

The Long Island grown seed of the Domestic varieties, is as far as we know, the best seed grown. We therefore, use that for our plants.

We tried the Puget Sound seed, but it was so mixed we would not use it under any circumstances.

We also tested the Holland seed, and it was so mixed that we would not buy any Holland seed.

We expect to have enough plants this year of each variety to fill every order.

#### CELERY PLANTS

For our Celery plants, like our Cabbage and Cauliflower plants, we buy the best seed we know regardless of price.

#### FRENCH GOLDEN SELF-BLEACHING

All of our Golden Self-Bleaching Celery plants are raised from French seed imported by us direct from the originator of the variety in France.

We have used this strain of seed for nearly twenty years.

All of our big crops of Golden Self-Bleaching Celery were raised from this strain of French grown seed and we never saw a hollow stalk.

#### GIANT PASCAL

We import this from the originator in France.

#### WHITE PLUME

This strain we bought of French seed, importing it with the other strains.

#### EASY BLEACHING OR SANFORD SUPERB

We raised the first seed offered for sale of this variety for the Intro-ducer—about 50 lbs. We buy the best strain there is.

#### RE-ROOTED PLANTS

We set from 15,000 to 40,000 Danish Cabbage plants per season for many years and large numbers of celery plants.

For several seasons we have set no plants but re-rooted ones, and though we set through the drest weather, we seldom lose any plants.

After we plow down a good clover or other sod, harrow the ground several times until it is time to set the plants, cross plow, drill in 1,200 or 1,400 lbs. of high grade fertilizer per acre, and harrow 4 or 5 times, until the entire seed bed is as mellow as it can be made, we cannot afford to set any but the best plants so that we may have a full stand.

After we have set the plants we expect to cultivate 6 or 8 times, hoe 2 or 3 times and spray if necessary, and the expense is too great to use any but the best plants.

We have harvested 26 tons of cabbage per acre and sold \$526.89 worth of tomatoes from 876 plants, and \$140.42 worth from 148 plants. We have sold \$645 worth of celery from three-fourths of an acre

Below are conditions necessary to get the largest yield:

1. Use a good strong soil.

2. Plow down a good heavy sod and cross plow, or use plenty of stable manure or both.

3. Use plenty of highgrade fertilizer to feed the crop.

4. Prepare the seed bed perfectly by plowing well and harrowing very fine.

5. Use plants from the best strain of seed that can be had.

6. Use re-rooted plants to get a perfect stand of strong plants.

7. Hoe and cultivate to keep the soil in fine condition.

8. Spray to head off the enemies that may attack the crop.

Use all of these means and success is certain

We set no cabbage or celery plants but re-rooted ones and no tomato plants but re-rooted or potted ones.

Use the best plants and give them the best chance in order to make the biggest profit.

We originated re-rooted plants and our trade in them has grown so in the past twelve years that about three-quarters of all our orders are for re-rooted plants.

#### PLANT DISEASES

In sections where cabbage and cauliflower are raised in large quantities year after year, different diseases and insects appear.

We are in a grain and hay farming section.

No large fields of truck are raised in this section

But, to keep our plants free from disease of any kind, we have moved to new farms or tracts of land sixteen times in 28 years.

We thus keep our plants free from disease.

We could raise cheaper plants by buying cheaper seed, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think the people want cheap plants.

We think they want the best plants that can be raised so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get diseased.

## IT'S ALL IN THE SEED PLEASE READ THESE

"Your plants head up better than any I am able to raise from the seed.

Last year (1921) your price list was late in reaching me so I bought 1000 plants from another firm.

They didn't start good, so when your list came I got 1000 from you.

I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent HARD HEADS, though it was very dry.

The plants were set side by side."

F. G. Burnell, St. Albans, Vermont.

"The Cauliflower I got from you this Spring proved A. 1.

I took the First Prize in Cauliflower, and two prizes with the Copenhagen Market Cabbage at the Northern Maine Fair, Aroostook County.

There were 13 entries for Cauliflower and 10 entries for the cabbage.

They were re-rooted plants and there was not one plant that did not head."

E. B. Hughes, Mapleton, Maine.



"Please send me for the amount (\$5.00) Re-rooted Succession Cabbage plants.

The last 3000 were fine, and the last 4000 Succession I had from you done so good and beat them all that I decided to have nothing but YOUR SUCCESSION for this year."—Otto Bochus, Bristol, Conn.

I purchased several thousand cabbage and cauliflower plants from you last season and I must say they were the best ever."

J. M. Brightside, Market Garden, Port Jervis, N. Y.

"I have had the greatest satisfaction with your plants so will try your seed."

E. B. E., Jamesville, N. Y.

"Your cabbage and cauliflower were No. 1.

I thank you very much for prompt delivery.

Please send me by return post 1000 Re-rooted Cauliflower plants."

J. H. D., Plattsburg, N. Y.

We try to ship only honest plants.

Honest plants are not only plants that look good when you get them, You may get nice looking plants, but plants that will not produce hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.

YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest heads of their kind.

Plant growers to be honest must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed growers of the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense but that is the only way.

The only way to insure a BIG CROP is to require of the plant growers EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

Greenfield, New York, July 10th, 1921.

F. W. Rochelle and Sons.

Dear Sirs:

You shipped me last year 1000 re-rooted plants and they were the best I ever set out. Never lost one. I set them in a new piece of ground and after they were started I put on about a half ton of chicken manure, putting the manure between the rows and cultivating it in.

They grew so fast that I could cultivate them only a few times as I had the rows quite narrow and the plants were close together in the rows. They covered the ground in a short time. The cabbage worms didn't have a chance as they grew so fast that they could not harm them.

It may please you to know that out of this small piece of ground I sold 3 tons of cabbage at \$40 a ton and kept 400 heads for myself.

I had Enkhuizen Glory heads that weighed 20 lbs. and some of the Danish Ballhead weighed 15 lbs. after the stalks were cut off.

It has been very hot and dry here and we have not had any rain, only a couple of showers in the last month.

Thanking you for your promptness in shipping my last order and for the good plants you sent me. I remain,

Yours very truly,

Martin F. Schoonmaker

"The best crop of cabbage that I ever raised was from your plants." J. B.—Ashway, R. I.

"Last year I got cabbage from you and they were the first I have been successful with. I had the best results ever."—C. R. Le G. Methuen, Mass.

"The last plants received from you people came in good shape and produced a fine crop."—W. K. K., Cherrytree, Pa.

"I would like your price list of cabbage, tomatoes etc. Good first class plants as you used to send me. I've tried other firms, don't get results."—S. H., Saratoga, N. Y.

"Enclosed find check for \$15.00 (fifteen dollars) for which please send me the following re-rooted plants:

4 500 Danish Ballhead.

500 Red, the kind you think is the best

1000 Snowball Cauliflower plants

I got some plants of you last year and they were fine.

I sent to another place and got 5000 and I have got all kinds but red, some of the kinds I ordered, but most of what I did not want. They were cheap with all the fine roots pulled off."—H. F. P., Rocky Hill, Conn.

"The plants I received from you last year did splendidly."—Calais, Me.

"I have had plants from you for a number of years and have always been very much pleased with them."—Dover, Foxcroft, Me.

"Your plants gave me the best yield of any plants I have ever had."

Last year I did not set your plants, and I had a failure."—West Sand Lake, N. Y.

"I have used your plants two years and find them the best ever."—Troy, N. Y.

"I sent for some of your seed two years ago and such fine cabbage we have never seen before."—Rush, N. Y.

"Last year I got 500 plants and I never had any celery like it"—Gilbertsville, Pa.

"Cabbage was fine."—Souderton, Pa.

"For the last few years I have been getting Danish plants from you, which were always the best I could get any where.

"I always had a fine crop."—McKeansburg, Pa.

"I have always purchased my plants from you and they have been extremely satisfactory."—Lacyville, Pa.

"I meant to have written you during the past winter to let you know how satisfactory the plants I got from you last year were."—Callicoon, N. Y.

"Your plants in the past have been O. K."—Hamilton, N. Y.

"Last year you sent us some Danish Ballhead plants which were the best we ever saw."—Buffalo, N. Y.

"The Danish Ballhead cabbage plants were fine and all are growing nicely."—McKeesport, Pa.

"The re-rooted cabbage plants you sent last year were the best ever."

"They made three times as many heads per hundred as native plants."—Campton, N. H.

"I have been looking in the Homestead for your advertisement but could not find any.

"I bought the finest plants from you last year I ever bought."—West Ossipee, N. H.

"The celery plants I have bought from you for a number of years were O. K."—W. Henniker, N. H.

"Those you sent before were certainly as nice plants as I ever put in the ground."—Blandford, Me.

"I got some celery plants from you once before—the nicest I ever had."—Franklin, N. J.

"I had wonderful luck with your plants last year."—Tenafly, N. J.

"I got your price list from Mr. —"

"He said he always got good plants from you."—Spring City, Pa.

"Your plants last year gave great satisfaction."—Waterbury, N. Y.

"I got last year of you and they were some splendid plants."—Hegins, Pa.

"Last years plants were extra fine."—Caribon, Me.

"I sure was satisfied with your plants last year, and your prompt service."—Lloydell, Pa.

"Your plants were so good last year I am ordering from you again in hopes these will be just as good."—W. D. West, Sand Lake, N. Y.

"My cabbage was fine of the plants I got of you before."—B. H., Fort Plain, N. Y.

"I was so well pleased with the plants ordered from you last year that I wanted them from there again this year."—L. B., Homer, N. Y.

"As I bought cabbage plants of you last year, and was well satisfied with them, I am writing to ask you if you could ship me 10,000 Copenhagen Market to arrive May 31st.—R. J. A., Little York, N. Y.

"Received last order of plants all O. K. and are heading fine."—E. W. B., Canadensis, Pa.

"Some of those last year we used for krant and was fine cabbage."—S. H. S., Lanes Mills, Pa.

"I ordered from you two or three seasons and plants done fine. Came in good condition."—N. B., Woodland, Pa.

"I have been ordering cabbage plants from you the past few years and find them extra good."—J. B. B., Canhou, Me.

"Enclosed find \$10.00. Please send by return mail 2,000 re-rooted Snowball cauliflower plants. Other plants came through O. K. Thank you for prompt service."—Newport, R. I.

"Please send me 3,000 French Golden Self-Bleaching Celery Plants (re-rooted). Please pack in your usual good way. You send out the finest plants I have ever had of Celery, Cauliflower and Cabbage. They are the kind that live and pay big on a small investment. Wishing you a most prosperous season."—Mrs. J. O. K., McDaniel, Md.

"You sent me good plants at a very low price. I am surprised you can sell re-rooted plants so low. I cannot afford to raise my own any more, so have discarded Hot-beds and Cold-frames."—W. C. R.—Poultry, Fruit and Vegetables, W. R. Junction, Vermont.

"The Paris Golden Celery plants received this P. M. A fine lot, arrived in good condition.—W. H. F.—South Main Street Greenhouse Woonsocket, R. I.

"The tomato plants I got from you are doing fine. You certainly deliver the goods."—D. B. A., Elizabeth, Pa.

"I received the tomato plants in fine condition. They are growing fine."—O. B., New Bethlehem, Pa.

"Received the plants you sent and am perfectly satisfied, so please send another order."—M. P., Wilcox, Pa.

"I have had your plants for a few years and find them O. K.—Mrs. E. E., Wilcox, Pa.

"The cabbage received a week ago arrived in best of condition. I think the best I ever set out."—J. R. D., Vanderhilt, Pa.

"I received the cabbage plants yesterday. They were in fine shape. Came through just splendidly."—C. H. H., Stanley, N. Y.

"Please send me 500 celery plants—100 early, 400 late.

"I bought plants from you two years ago and found them satisfactory. Have tried some home plantings since, but am going back to you."

Later—"The celery plants were received Tuesday and are all planted. We think them fine plants."—M. L. S., Pittsford, N. Y.

"Please send me the following Cabbage, Cauliflower and Celery plants. Never lost a plant last year of yours."—F. G. S., Bearsville, N. Y.

"I received my early cabbage plants and they are growing fine."—H. P., Osceola Mills, Pa.

"I received my 1,200 cabbage plants in fine shape."—G. N., Wilcox, Pa.

"Please ship me at once 300 Giant Pascal celery plants like the last you sent me.

THEY SURE WERE FINE.

"I add another dollar for 100 Snowball Cauliflower plants."—P. W., Durham, N. C.

"Please send me 500 Re-rooted Golden Bleaching Celery Plants.

"The 1,000 cabbage plants I got from you about 2 weeks ago were very satisfactory."—J. W., Cranford, N. J.

"I received the plants O. K. and they were very satisfactory."—E. W. B., Oneco, Conn.

"Inclosed find check for \$7.50 for 1,500 Re-rooted Snowball Cauliflower plants.

"You sent me a lot last year and they were fine and came in good shape."—J. E. DW., Sussex, N. J.

"All of your Celery plants reached us in excellent condition." H. G. H. Co. SEEDMAN, Atlanta, Ga.

"Your plants last year were simply grand, best I ever had."—G. W. A., Glen Wilton, Va.

"We were well pleased with plants last year."—C. F., Mexico, N. Y.

"Please send me by Parcel Post 1,000 French Golden Self-Bleaching Celery plants. This is a trial order to see what the plants are and how they come through."—(June 27th.) W. A. B., New Milford, Conn.

"Please send me by Parcel Post 1,000 Re-rooted French Golden Self-Bleaching Celery plants."—(July 17th.) W. A. B., New Milford, Conn.

"Please send me 1,000 Re-rooted French Golden Self-Bleaching Celery Plants. Thanks for others received today."—(July 21st.) W. A. B., New Milford, Conn.

"I received plants all O. K. Many thanks."—Mrs. M. F., Oxford, N. Y.

"The cabbage plants were fine. Some of my neighbors got some of them and are well pleased."—C. H., Pine Glen, Pa.

"Have used your plants several years and have never found any that excel."—A. H. H., Muncy, Pa.

"The 1,000 tomato plants I purchased from you this spring are doing fine and we are very much pleased with them."—E. F. G., Woonsocket, R. I.

"Please send XXX French Golden Self-Bleaching Celery plants. These plants were recommended to me by Mr. — R. D. 3, Bridgeport, Conn., who speaks very highly of them."—N. H. A., Bridgeport, Conn.

"I had your cabbage plants last year and they were very good. I can recommend your plants."—A. B. A., Stockholm, Mass.

"The shipment of 2,000 arrived and they are fine."—G. D. P., Cherry Valley, N. Y.

"Have received cabbage plants, and they are fine. All O. K."—W. H. S., Petersburg, N. Y.

"The celery I had from you the last two years was very good."—W. J. S., Chatham, N. Y.

"Have heard your plants were fine and want to try out some of them."—G. L. S., Luzerne, N. Y.

"My other order arrived in fine shape."—L. M. A., Burlington Flats, New York.

"I have found your plants to be what they are listed and I consider them to be true to name as I have been ordering from you a number of years and can say that I have always got what I ordered."—J. W. P., Milbury, Mass.

"I used your plants last year, and they were very nice."—G. B. Lowell, Mass.

"I had plants from you last year. They were Splendid plants."—T. F., Salamanca, N. Y.

"Some years ago, when a member of the firm of W. A. Brown & Sons I bought a great many plants from you, after I entered the postal service I recommended a great many of my friends to you, as your plants always came in good shape, and were always satisfactory. It has been a pleasure to recommend your firm, as I felt my friends and neighbors would be satisfied, and would get good plants."—A. E. B., Osceola Mills, Pa.

"Your plants in the past have been very satisfactory."—L. W. E., Kyrush, N. Y.



"Have had your plants before and they have proved very satisfactory."  
I. J. N., West Hartford, Conn.

"The plants I bought of you last year were the strongest and grew the best of any I have ever seen."—M. D. M., Cornwall Bridge, Conn.

"Plants reached me Monday and were O. K."—H. J. T., Germania, Pa.

"I was visiting Robert H. Berg, a neighbor of mine, this evening and he just received early cabbage from you today. They were very nice."  
E. P. S., Johnstown, Pa.

"Received your cabbage plants yesterday. Was O. K."—H. S. Lumber City, Pa.

"The plants received last year were very satisfactory."—J. G. J. Arnold Arboretum, Harvard University, Jamaica Plain, Mass.

"The celery plants reached me in fine condition."—J. R. K., West Gloucester, Mass.

"Please find check for 2,000 French Golden Self-Bleaching Celery plants. First lot received O. K."—H. M. H., West Newton, Mass.

"I was well pleased with the plants I got last year."—W. S. W., Reynoldsville, Pa.

"Cabbage plants were received in fine condition and were very good stock."—W. H. W., New Castle, Pa.

"Recommended by Agricultural School Teacher."—T. E. K., South Weymouth, Mass.

"The tomato and cabbage plants are very satisfactory."—N. M. T., Milford, Conn.

"The results from plants obtained from you last season were very satisfactory."—T. F. B., Garrison on Hudson, N. Y.

"Your celery last year came out fine."—P. Van L., Canton, Mass.

"The last shipment was very satisfactory, and we thank you for your promptness."—R. P. D. V., Greenville, S. C.

"The tomato plants and cabbage plants arrived O. K."—C. L. M. C., Wilton, N. H.

"The basket of one thousand Dwarf Golden Heart Celery plants arrived safely last week in fine conditions."—The Marot Flower Shop, Swarthmore, Pa.

"Have tried some of your plants and found them very satisfactory."—W. B. C., Ward Hill, Mass.

"My cabbage plants came this A. M. They are fine."—W. J. C., Hobeart, N. Y.

"I received the 500 early plants you shipped me and they were fine."—J. K. B., Spring Glen, N. Y.

"I have had fine success from your choosing plants and kind. In about three weeks I will send for 1,000 cabbage plants and shall want you to choose for me. Please send me another Plant List. I gave mine to a man from New Hampshire."—W. S. S., Northampton, Mass.

"Your plants that I received from you last year did exceptionally well."—H. H. T., Buckland, Mass.

"I have used your celery roots before and they are excellent."—I. W. S., West Otis, Mass.

"Cabbage plants came O. K."—E. F. R., Stratford, Conn.

"I have had splendid luck with my plants, and would not bother with seed."—G. N. P., Plymouth, N. H.

"The other order I sent you for Copenhagen Market came all right and all lived and are growing nicely."—Geo. W. H. Saratoga Springs, N. Y.

"Were very much pleased with the plants last year."—H. H. H. Watertown, N. Y.

"I got 2,000 of you once before and they were the best plants I ever set."—M. S. M., Feura Bush, N. Y.

#### 28 YEARS

For 28 years we have devoted ourselves almost exclusively to raising four kinds of plants, testing four kinds of seeds, and growing the four kinds of truck from the plants. Cabbage, Cauliflower, Celery and Tomatoes.

We have sometimes harvested 6 acres of Danish Cabbage and have harvested 26 tons per acre.

We have sold \$645 worth of Celery from  $\frac{3}{4}$  of an acre, \$562.89 worth of tomatoes from 786 plants, \$140.42 from 148 plants and raised as fine Cauliflower as can be grown.

We have sold millions of cabbage plants in a season to the large cabbage growers of New York State.

Have received orders for 550,000 Snowball Cauliflower plants IN ONE DAY from the Cauliflower growers of the Long Island Cauliflower Association.

We have raised large quantities of Cauliflower plants for members of the Long Island Cauliflower Association from their seed.

Have had men drive here with automobile trucks from other states to get truck loads of our Celery plants.

Have raised large quantities of cabbage plants for the cabbage SEED growers of Long Island from which to grow seed.

Have raised fields of celery seed for seedmen.

Have kept up a correspondence for many years with the largest growers of cauliflower, cabbage and celery seed in the world, and tested their strains of seed, side by side, in our fields.

The results of this is that we know about every place where the finest seeds are grown and every grower who grows them, and we know nearly all the places where poor seeds are grown and the growers of poor seeds, so we can hardly be cheated.

We can get the best strains of seed there are because we have spent most of 28 years in growing and testing these four things.

Pretensions do not take with us.

The question is will their strain of seed produce BIG CROPS?

We do not ask the seed growers whether their seed will produce big crops.

We try their seeds for ourselves, side by side, then we know whether they will.

We buy all the seeds for our plants with the one idea in mind BIG CROPS and GOOD QUALITY.

Whatever grower has bred up seed that will produce BIG CROPS and GOOD QUALITY we buy it.

Many of the big seed growers of Denmark, Holland and France send men to this country to sell their seeds.

They come to see us.

We are glad to see them and talk with them, but their talk sells no seeds.

It is the weighing up of the crop that their seeds has produced, IN OUR FIELDS, that gets the order or does not get it.

Fine looking cabbage and cauliflower plants can be bought from many dealers in plants, but fine looking plants do not always produce BIG HEADS.

Like produces like.

If the plants are grown from heavy yielding strains of seed you will get a BIG YIELD.

If the plants were grown from light yielding strains of seed you will get a light crop.

But BIG CROP SEEDS are the kind we buy and no other.

Every one that buys our plants can count on getting these five things:

1. The results of working all the time for 28 years with four kinds of plants.
2. The BIGGEST CROP that any seeds of these four kinds of vegetables will produce.
3. As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.
5. Reasonable prices for the work we do on the plants.

## SEEDS

We offer our tested and proved seeds to our customers who raise plants for themselves.

We do not sell any seeds except those which we use for our plants, and have tested in the field to be the best there is. All seeds are sent postage paid.

Danish Ballhead Cabbage Seed—Heaviest producing strain. Copenhagen Market, (No. 11) See comment under plants. Each, per lb., \$4.00;  $\frac{1}{2}$ -lb., \$2.25;  $\frac{1}{4}$ -lb., \$1.25. ((Read our guarantee.))

All Head Early, Succession, Surehead, Early Flat Dutch, Late Flat Dutch, Savoy, Summer Danish Ballhead, Red Rock.

First five above bought from one of the oldest seed growers on Long Island, whom we have found honest and who we believe grows from the best strains there is. Each, per lb. \$3.00;  $\frac{1}{2}$ -lb., \$1.75;  $\frac{1}{4}$ -lb., \$1.00.

Long Island Strain Snowball Cauliflower, Extra Early Dwarf Erfurt and "Catskill" Snowball Cauliflower.

Either, per lb., \$32.00;  $\frac{1}{2}$ -lb., \$17.00;  $\frac{1}{4}$ -lb., \$9.00; 2-oz., \$5.00; 1-oz., \$3.00;  $\frac{1}{2}$ -oz., \$1.75;  $\frac{1}{4}$ -oz., \$1.00.

French Golden Self-Bleaching Celery (originator's strain) per lb., \$12.00;  $\frac{1}{2}$ -lb., \$6.50;  $\frac{1}{4}$ -lb., \$3.50; 2-oz., \$2.00; 1-oz., \$1.25;  $\frac{1}{2}$ -oz., 80c.

Easy Bleaching Celery—Pure strain. Per lb., \$8.00;  $\frac{1}{2}$ -lb., \$4.50;  $\frac{1}{4}$ -lb., \$2.50, 2-oz., \$1.50; 1-oz., \$1.00.

Giant Pascal or White Plumbe Celery. Per lb., \$6.00;  $\frac{1}{2}$ -lb., \$3.50;  $\frac{1}{4}$ -lb., \$2.00; 2-oz., \$1.25; 1-oz., 80c.

F. W. ROCHELLE & SONS,  
Chester, New Jersey.

NOTE—As we now devote our entire energies to the production of Field Grown Plants, ready for June 1st, we do not send out our price lists until about May 1st.

We recommend that those who want to plant our seeds cut this Seed Price List out and paste it up somewhere.

The seeds are ready to send out soon after the first of January.

## LARGE CABBAGE GROWERS OUR GUARANTEE Be Sure to Read This

We have made a specialty of Danish Ballhead Cabbage plants for 20 years, and of testing the seed.

When we have a field of cabbage growing and 30 or 40 strains in the field, we can, of course, when it is headed up, tell the heavy producing strains by careful examination of the different rows, but we do not rely on in section to find the very heaviest.

We take a set of scales to the field and weigh the cabbage in each row.

We are so sure that we have the best strain that we will sell any customer one pound or more of the seed and at the end of the season, if he does not have a bigger crop than his neighbor, or if he is not satisfied that the seed we sold him is the best there is we will refund  $\frac{1}{4}$  of his money.

All he has to say "The seed was not satisfactory"

No reason need be given.

We could not sell seed this way unless we were sure our customers cannot get any seed that will produce as big crops as ours.

Send \$4.00 for a pound of seed.

At the end of the season; if you write us "The seed was not satisfactory" we will send you back \$3.00.

That is fair.

We lose on our judgment of what we have if we do not have a better strain than you have.

#### PARCELS POST, OR EXPRESS

We ship plants either by Parcels Post or Express, as ordered.

We ship mostly by Parcels Post unless plants are ordered sent by express.

Perhaps two-thirds of our customers for plants live within the first and second postal zones, making the postal charges low.

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Penna., more than half of the offices of New York State, a considerable portion of those in Mass., R. I., and Md., and some in Vermont and Virginia.

We can send postage "collect" same as express "collect."

#### NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

#### SAFE DELIVERY

We guarantee delivery in good condition when sent by Parcels Post.

#### PEACH BASKETS

We use for shipping our plants a stapled 16-quart peach basket, which is the strongest basket of its kind made.

Ordinary peach baskets are made with one single clinched nail in each stave at the top hoop, one  $\frac{1}{4}$ -in. single pointed nail in each stave at the bottom, and one single pointed nail in every other stave at the middle hoop, making 15 clinched nails to hold the basket together, and 10 straight points to hold the bottom in.

The baskets we use and which we have made at the factory have two double pointed clinched staples in each stave at the top hoop, two double pointed clinched staples in each stave at the middle hoop and two double pointed  $\frac{1}{4}$ -in. staples in each stave to hold the bottom in, making 80 clinched points to hold the top together against 15 in the ordinary basket, and 40  $\frac{1}{4}$ -in. points to hold the bottom in against 10 in the ordinary basket.

This makes a basket that cannot easily be torn apart.

They make fine truck baskets and stand a great deal of hard use of any kind.

We ship them to our customers by Parcels Post, Express or Freight at the following prices.

25 for \$2.50; 50 for \$4.50; 100 for \$8.00; 200 for \$15.00; 500 for \$36.00; 1,000 for \$68.00.

25 or 50 of them are very useful around any place.

Wood covers same price.

NO BUSINESS DONE ON SUNDAY—We do no business on Sunday or consider it in any way.

**F. W. ROCHELLE & SONS, CHESTER, NEW JERSEY**